



**Collegiate Event and Facility Management Association (CEFMA)**  
**17<sup>th</sup> Annual Convention Agenda - June 8-11, 2025**  
**World Center Marriott | Orlando, FL**

**Saturday, June 7, 2025**

10:00 a.m. – 7:00 p.m. **Registration/Information** Registration Desk

**Sunday, June 8, 2025**

7:30 a.m. - 8:00 p.m. **Convention Attendee Registration/Information** Registration Desk

2:00 - 4:00 p.m. **Officers and Board of Directors Meeting**

5:00 - 6:00 p.m. **New Member & First Time Attendee Orientation** New York & New Orleans

7:00 - 10:00 p.m. **CEFMA Welcome Reception** Ole Red Orlando  
*Sponsored by Sportsfield Specialties*  
*Transportation Sponsored by 49 Degrees*  
Open to CEFMA registrants & sponsors only

**Monday, June 9, 2025**

7:00 a.m. - 6:00 p.m. **Convention Attendee Registration/Information** Registration Desk

7:00 a.m. **5K Fun Run**  
Pre-Registration Required

8:30 - 9:00 a.m. **Networking Breakfast** Salon J2  
*Sponsored by JPR*

9:00 - 9:40 a.m. **State of the Association/Award Recognition** Salon J2  
*Sponsored by JPR*  
Brad Brown, Senior Associate AD/Facilities & Operations, NC State,  
CEFMA President

9:50 - 10:40 a.m. **General Session** Salon J2  
**E + R = O**  
[Brian Kight](#), Founder of DIGNVS, LLC and the author  
of DailyDiscipline.com

10:50 - 11:35 a.m. **Breakout Sessions (Attend one of two)** Salon J1  
**Session 1**  
*Sponsored by CDFL Architects*  
**Construction 101**  
Randy Byars, Development and Project Execution, CDFL



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	<p><u>Session 2</u></p> <p><i>Sponsored by HNTB</i></p> <p><b>From Vision to Venue: Clemson Women's Sports Expansion</b></p> <p>Eric Sabin, Executive Senior Associate AD / Finance &amp; Operations, Clemson University</p> <p>Eric Maxwell, Senior Design Principal, HNTB</p>	Salon J2
11:45 a.m. - 12:30 p.m.	<p><b>General Session</b></p> <p><b>State of Intercollegiate Athletics from a Facilities And Events Perspective</b></p> <p>Keri Becker, Director of Athletics, Grand Valley State University</p> <p>Mike Snyder, Director of Athletics &amp; Recreation, Pacific Lutheran University</p> <p>Martin Jarmond, The Alice and Nahum Lainer Family Director of Athletics, UCLA</p> <p>Moderator: Keli Zinn, Executive Deputy AD/COO, LSU</p>	Salon J2
12:30 - 2:00 p.m.	<b>Lunch (<i>On Your Own</i>)</b>	
12:30 - 2:00 p.m.	<p><b>Women in CEFMA Lunch</b></p> <p>Pre-Registration Required</p>	Salon J1
2:00 - 2:25 p.m.	<p><b>Ted Talk Session 1</b></p> <p><i>Sponsored by In Production</i></p> <p><b>Driving Revenue Through Modular Infrastructure</b></p> <p>Cameron Pulliam, Business Development Manager In Production</p>	Salon J2
2:25 - 2:45 p.m.	<p><b>Ted Talk Session 2</b></p> <p><i>Sponsored by Allied Universal Event Services</i></p> <p><b>Winning Together: Building Trusted Event Staffing &amp; Security Partnerships on Campus</b></p> <p>Julie Cribbs, Assistant Athletic Director, Operations and Event Management, LSU</p> <p>Mike Harrison -Senior Vice President, Allied Universal Event Services</p> <p>Megan Larson – Assistant Athletic Director, Operations and Events, University of Washington</p> <p>Kelly Shea – Business Development Manager, Allied Universal Event Services</p> <p>Mike Smith – Senior Regional Director, Allied Universal Event Services</p>	Salon J2
2:50 - 3:55 p.m.	<b>Ted Talk Breakout Sessions (<i>switch rooms at :30 minutes</i>)</b>	Salons J1 and J2
4:00 - 5:00 p.m.	<b>NACDA Featured Session</b>	Cypress Ballroom 1
5:00 - 8:00 p.m.	<b>Exhibit Hall &amp; Association Wide Opening Reception</b>	Cypress Ballrooms 2-3



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**Tuesday, June 10, 2025**

7:30 a.m. - 5:00 p.m.	<b>Convention Attendee Registration/Information</b>	Registration Desk
9:00 a.m. - 12:00 p.m.	<b>Senior Leadership Workshop</b> <i>Sponsored by SLAM</i> Pre-Registration Required	Anaheim & Atlanta
9:00 a.m. - 12:00 p.m.	<b>General Session</b> <i>Sponsored by Formetco</i> <b>Building a Personal Strategic Plan</b> Sandy Hatfield Clubb, President, The PICTOR Group	Salon J2
12:00 - 2:00 p.m.	<b>Exhibit Hall &amp; Association Wide Networking Lunch</b>	Cypress Ballrooms 2-3
1:00 - 1:50 p.m.	<b>General Session</b> <i>Sponsored by Real Response</i> <b>Safety Scenarios</b> Jeffrey Stoll, Associate Director of Championships, Safety and Security, NCAA	Salon J2
2:00 - 2:50 p.m.	<b>Round Table Discussions on Industry Trends</b> <i>Sponsored by Anthony James Partners</i> Three (3) 15-minute rotations	Salon J2
3:00 - 3:50 p.m.	<b>General Session</b> <b>Maximizing Your Market: Recruitment &amp; Retention in Today's Landscape</b> JP Abercrombie, Executive Associate Athletics Director, Culture, Engagement, & Civic Innovation, University of Notre Dame	Salon J2
4:00 - 5:00 p.m.	<b>NACDA Featured Session</b>	Cypress Ballroom 1
5:00 - 8:00 p.m.	<b>Exhibit Hall &amp; Association Wide Reception</b>	Cypress Ballroom 2-3



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**Wednesday, June 11, 2025**

7:30 a.m. - 12:00 p.m. **Convention Attendee Registration/Information** Registration Desk

10:00 - 10:50 a.m. **Breakout Sessions (*Attend one of two*)**

Session 3

Salon J1

*Sponsored by Field Turf*

**Event Student Staffing and Collaborative Programming**

Scott Carter, Assistant Athletics Director, Event &

Game Management, University of Notre Dame

Diane Cassimire, Assistant Athletic Director for Events, Indiana University

Kate Wakenight, Assistant Professor of Instruction, University of Iowa

Session 4

Salon J2

*Sponsored by RDG Planning & Design*

**House Settlement - Impacts on You & Your Athletic Facilities**

Kevin Buisman, Director of Athletics, Minnesota State University, Mankato

Megan Franklin, Director of Athletics, University of Northern Iowa

Tom Ohle, Senior Partner, RDG Planning & Design

Moderator: Johnny Boyd, AIA, RDG Planning & Design

11:00 - 11:50 a.m. **General Session**

Salon J2

**Career Development: Managing your Career through Change**

Megan Larson, Assistant Athletic Director, Operations & Events,

University of Washington

Tony Nguyen, Deputy Athletics Director / Operations, University of West Florida

Jordan Hoover, Associate AD for Facilities and Operations, Catholic University

Jon Bugner, Director of Championships and Alliances, NCAA

12:00 - 12:30 p.m. **Closing Session and Networking Lunch**

Salon J2

1:30 - 3:30 p.m. **Officers and Board of Directors Meeting**